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Message Text

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PAGE 01 KINSHA 02750 291359Z

51
ACTION AF-18

INFO OCT-01 ISO-00 EB-11 AGR-20 TRSE-00 CIAE-00 INR-10

NSAE-00 RSC-01 OPIC-12 AID-20 DRC-01 /094 W
---------- 009907
R 291100Z MAR 74
FM AMEMBASSY KINSHASA
TO AMEMBASSY NDJAMENA
INFO SECSTATE WASHDC 7151
USDOC WASHDC

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E.O. 11652: N/A
TAGS: BGEN, CG
SUBJECT: US INVESTMENT IN CHAD BEEF PROJECT

REF: NDJMANENA 726

1. LOCAL MARKET FOR BEEF IS GOOD IF SUITABLE ARRANGE-
MENTS CAN BE MADE WITH PRINCIPAL FOOD IMPORTER WHO
IS VERY PROMINENT AND INFLUENTIAL ZAIRIAN. HIS
COMPANY REPORTEDLY SELLS 60 PERCENT OF MARKET AND
INDIRECTLY CONTROLS REMAINDER. WHOLESALE PRICE PER
METRIC TON OF MEDIUM QUALITY CARCASS BEEF IS PRESENTLY
IN RANGE OF US$1,275 TO $1,475 WITH BETTER QUALITY
AT $1,700. DEMAND FOR TOP QUALITY IS LIMITED. MINOR
IMPORT RESTRICTION WOULD PRESENT NO PROBLEM TO
PRINCIPAL IMPORTER.

2. ABOUT ONE-THIRD OF BEEF CONSUMED IN ZAIRE IS
IMPORTED. ALMOST ALL IMPORTS MOVE IN PLANCES OWNED BY
PRINCIPAL IMPORTER, ABOUT HALF FROM SUDAN AND REST FROM
RHODESIA AND SOUTH AFRICA. BECAUSE OF POLITICAL STIGMA
ATTACHED TO IMPORTS FROM LATTER COUNTRIES PRINCIPAL
IMPORTER MIGHT BE INTERESTED IN CHANGING SOURCES IF
PRICES WERE COMPETIVE. IT SHOULD BE NOTED THAT
BOTSWANA IS ATTEMPTING TO ENTER THIS MARKET BECAUSE
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PAGE 02 KINSHA 02750 291359Z

OF BEEF SURPLUS IN ITS TRADITIONAL EUROPEAN MARKETS.

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3. IF SUCCESS OF CHAD PROJECT DEPENDS HEAVILY ON
ZAIRE MARKET IT SEEMS IMPERATIVE THAT INVESTORS VISIT
KINSHASA. SINCE PRINCIPAL IMPORTER HAS REPUTATION FOR
SLOW PAYMENT WE WOULD RECOMMEND THAT ANY ARRANGEMENTS
BE VERY CLEARLY DEFINED. NEWLIN

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Message Attributes

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Disposition Authority: MorefiRH
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